

Tools to Track the Impact of your Publications on Social Media

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IFTTT



<https://ifttt.com>

IFTTT ("If this, then that") is a web automation tool. If one task is performed, another task happens automatically. It works by collecting data from a source at trigger points that you specify, and you can define an Action that you want to automatically happen once that Trigger occurs e.g. when someone posts a tweet with particular keywords it is saved to a Google doc.

Pros:

- Free and simple to use
- App and web client available
- IFTTT offers more than 4,000 Trigger and Action Channels.

Cons:

- Limited to a single trigger and action in a recipe
- There are not many options for automating actions when new content is posted to ResearchGate, Academia.edu, or Google Scholar as none of these services have APIs, but you can use the RSS feeds from these to get data

ZAPIER



<https://zapier.com>

Zapier connects social media channels with e.g. a Google document so that various sources e.g. Facebook comments, Twitter discussions etc. can be collected together in one place.

Pro: Works with a lot of different social media services. If you pay, you can have multiple inputs and outputs.

Cons:

- Basic free tier that lets you build five actions (or 'zaps') with 1,000 runs a month, otherwise you have to pay a subscription.
- Quite complicated to set up and use

STRINGIFY



<https://www.stringify.com>

Stringify is an iOS app or Android app. It uses 'Flows'. You can use one action to trigger multiple devices and multiple reactions (triggers). You can also use one action to trigger multiple reactions. It can work with IFTTT and vice versa.

Pro: Simple to use, but quite sophisticated

Cons:

- iOS only
- Works with fewer devices and services than IFTTT.
- No web portal is available.

INTEGROMAT.COM



<https://integromat.com>

Integromat is a web automation tool. You can automate an unlimited number of consecutive actions, not just 1:1 (if this:then that). The platform supports apps and services such as email, Facebook, & Google Drive etc.

All a researcher's evidence/data is brought together in one place in an archive. It captures activity as it happens.

Pro: There are more advanced options than IFTTT

Cons:

- Looks complicated.
- You can perform up to 1,000 Integromat operations (each time you run a trigger) for free. If you want more, you have to pay.

ALTMETRIC



<https://www.altmetric.com>

Altmetrics is an impact tracking tool which provides a way of evaluating impact based on citation counts as well as social media mentions. It is a premium service, but the University of Cambridge has a site license.

Pros:

- A bookmarklet can be installed in the bookmarks toolbar in Chrome, Firefox, or Safari, to get one-click article-level metrics for an online journal article.

Cons:

- It excludes privately shared links; users sharing papers or re-sharing comments by the author without the DOI; users sharing or commenting on preprints, data or other materials shared via a repository.

IMPACTSTORY PROFILES



<https://profiles.impactstory.org>

Impactstory Profiles is a free tool to showcase your publications together with measures of their impact. It tracks citations, saves, views, and discussions from sources such as Scopus, Mendeley, Twitter and Figshare. It harvests research outputs connected with your ORCID so you can quickly find and import your publications into your profile.

These metrics are used to compile reports on the interest shown in your publications, highlighting the most popular ones and providing some aggregate statistics. You can choose to have regular email alerts of your metrics.

Pros:

- Easy to use interface
- Once publications are associated with an ORCID, it is easy to pull them into an ImpactStory report
- A way to showcase research, not just look at its impact

Con:

- It is not that easy to filter and export the data, particularly if you have a lot of publications.

STORIFY



<https://storify.com>

Storify lets you curate social networks like Facebook or Twitter to build 'stories' or timelines, bringing together different media into a coherent narrative. It is particularly useful for events and news on particular topics. The clipboard can also be used just for storing content. It is a good way to regularly monitor and capture mentions.

Pros:

- You can use a browser extension to quickly save items to Storify.
- An App or web interface is available.

Cons:

- If you search for Tweets in the Search box of the story area you can only find the last 10 days or so. Instead you have to use the public URL search to find older Tweets.
- You have to remember to regularly search for content to collect.

HOOTESUITE



<http://hootsuite.com>

HootSuite is a free social media management tool that allows users to schedule and post updates to any page or profile for Facebook, Twitter, LinkedIn, Google+, Instagram, WordPress etc. from one place. It can be used to monitor mentions and conversations.

HootSuite has a dedicated section for creating analytical reports and click summaries. It works with both Google Analytics as well as Facebook Insights, but you need a Pro account.

Pros: You can view mentions, retweets etc. from Twitter and other social media in one place.

Cons: You have to pay for analytics reports so the free account is not useful for extracting data.

SOCIAL SEARCHER



Social Searcher

<https://www.social-searcher.com>

Social Searcher is a tool for tracking social media metrics. It includes blog posts, tweets, Facebook updates etc. The report can be exported to a spreadsheet. You can enable monitoring to start collecting all mentions and get live notifications.

Social Mention www.socialmention.com is similar but a bit more basic.

Pros:

- Easy to use
- Don't need to log into you social media accounts to get information

SOCIOVIZ

SocioViz.

<http://socioviz.net>

SocioViz is a free analytics tool for Twitter. You can search for mentions using search terms or Hashtags between two dates, and generate a list of Tweets, which can be exported into Excel.

Pros: Easy to generate and export data

Cons:

- A basic no-frills tool.
- The reports have to be run manually.

TWITTER ARCHIVING GOOGLE SHEET (TAGS)

TAGS

<https://tags.hawksey.info>

Tags is a free Google Sheet template, which lets you setup and run automated collection of search results from Twitter. It can capture mentions of accounts, hashtags or search terms.

Con: It only archives tweets so you would need to use with other tools to record other social media.

FURTHER READING

How-to guide to using web automation tools to collate impact evidence from social media.

<http://blogs.lse.ac.uk/impactofsocialsciences/2014/08/08/web-automation-tools-social-media-ifttt-zapier>

Collecting research impact evidence - best practice

https://www.research-strategy.admin.cam.ac.uk/files/collecting_research_impact_evidence_best_practice_guidance.pdf

Analytics & Reporting – Nicola Osborne

<https://www.wiki.ed.ac.uk/pages/viewpage.action?pagelId=311151998>